

INSIGHTS • ANALYTICS
STRATEGY • LEADERSHIP

AMSRs 
**FESTIVAL OF
RESEARCH**
NATIONAL CONFERENCE
2018

E-mmerions

A world first using video technology

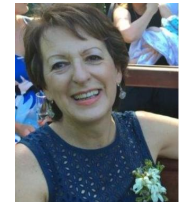
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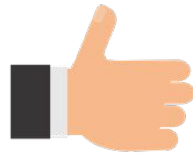


From Immersion to E-mmersion

Consumer Immersions/Connection/Safari

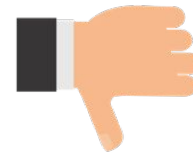
Pros

- Real world experiences
- Reality check
- New insights



Cons

- Time
- Cost
- Logistics



Challenge: How to overcome resistance from marketing?

Solution: E-mmersions

- Use agile, video capture technology to replace face-to-face requirement
- Less time consuming, faster, more cost-effective
- Same Results???

Colgate-Palmolive's E-mmersion Journey

4 BUs - 22 people went on a video safari



Oral Care



Hill's Pet Care



Personal Care



Home Care

3 stages:

- 1 Stage 1 – Launch: rev-up; objective setting; sample framing
- 2 Stage 2 – Video Fieldwork
- 3 Stage 3 – Analysis and Implementation

Stage 2 – Agile video collection at scale



Hill's Pet Care

1 x in-home video show and tell

1 x in-store shopping video and purchase decision task; divided into 2 cells (2 channels)

1 x follow-up video question

N=50 people, a total of 200 videos

Voxpopme video community and preferred panel partner to boost sample

2 weeks from start to finish including extra data eg brand usage, pet ownership etc

Oral Care, Personal Care and Home Care collected another 350+ videos

An illustration of the data....



Stage 3 – Analysis and Implementation

Videos proved to be a highly effective alternative to face-to-face



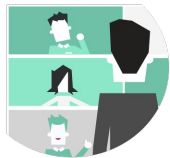
Depth



Context



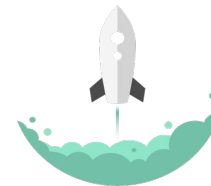
Emotion



Authenticity



Impact



Action

Highlights Showreels developed on the Voxpopme platform

Continue to live in the organisation

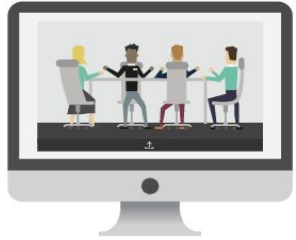
Evaluation

NPS score from the team: **8** out of 10

Video feedback from the team:



Recommendations and Watch-outs



Launch

- Sign-off in the meeting not later



Video fieldwork

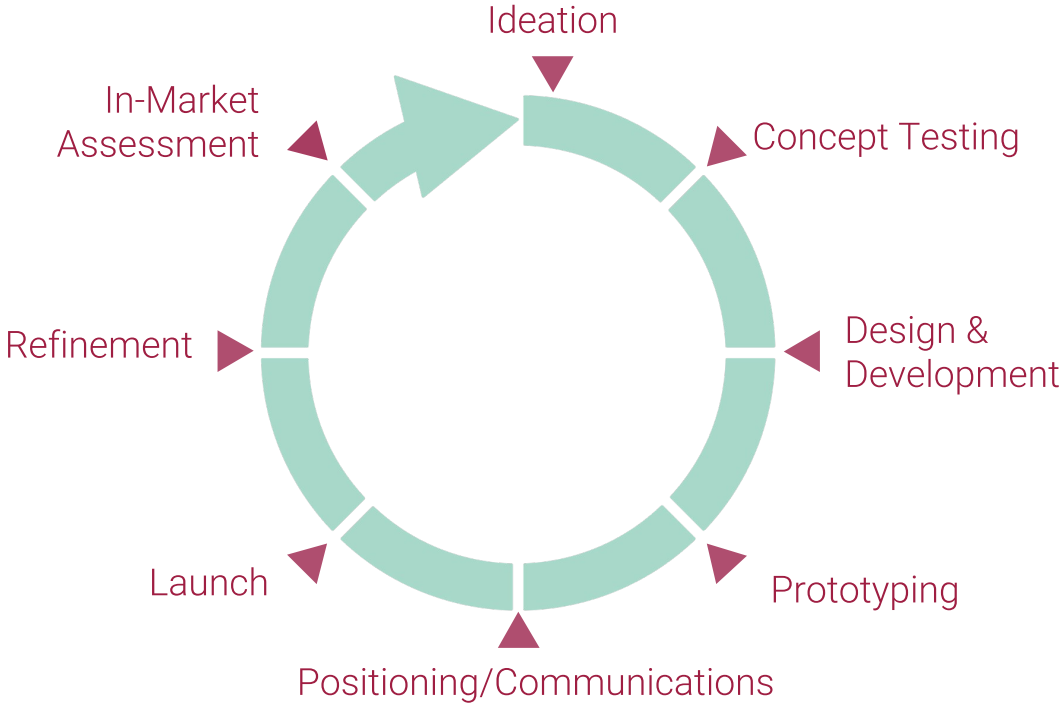
- Great success saving time, money and hassle factor
- Crafting questions is key – art and science



Analysis and Implementation

- Diarise analysis sessions
- Highlights showreel rough edits by Insight Manager/voxpopme

Video technology now enables a wide variety of efficient, cost-effective alternatives – including for Immersions



Capture



Analyze



Share



Thank-you!

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